



# Brandeis Stores

## Announce Very Special Price Inducements for Monday in Women's Suits--Coats--Dresses--Waists

If you were here about three weeks ago and then were to come to this ready-to-wear department Monday you would scarcely recognize the same store. Earlier spring models have all been sold, new models and new shipments are here. Summer frocks are in the foreground. The newer styles in everything are more charming than ever.

### New Hand Tailored Suits

Nearly every one is a new arrival—in our stock less than a week—filled with those clever, early summer features that are now so popular—Special price..... **\$35**

### New Long Coats

Graceful long outer-garments for dressy wear, for chilly late spring days, for motoring and for every practical purpose at..... **\$25**

### Women's White Serge Suits

The new season's most popular and most practical suits of white serges. There are many style variations in this group, at..... **\$25**

### Women's \$20 Silk Dresses at \$10

Taffetas, messalines and foulards, etc.—many are odd garments and samples—specially priced at..... **\$10**

### New White Whipcord Skirts

Summer's genuine favorites—skirts that the best dressed women everywhere demand, at..... **\$10 and \$12.50**

### Women's Spring Suits at \$10 and \$15

#### From a Great Special Purchase

800 of these new, pretty and up-to-date suits of white serges, hair line cloths, whipcords, French serges, Bedford cords and novelties in every desirable shade—many semi-empire jackets, clever Norfolks, Russians, etc.—suits that are worth up to \$35.00, will go at..... **\$10 and \$15**

### New Lingerie Dresses

This will be a season of white and here are the daintiest of white frocks—all new style features, at **\$19, \$25, \$35 and \$49**

**Juniors' and Misses' Norfolk Jacket**  
New reds and college stripes—arc clever as they can be, at..... **\$5 and \$7.50**

**Women's Dressy Coats for Spring and Summer**  
All late style ideas, at..... **\$12.50**

### The New Coatee Waists

Made of dressy voiles and lingerie cloths—the newest and most graceful summer styles—with poplin, at..... **\$1.98, \$2.50 and \$2.98**

### New Chiffon and Silk Waists

The variety is so large you will have no difficulty in matching your new spring suit—special at..... **\$5 and \$7.50**

### New Arrivals in Negleege Department

Long kimonos of lawn, crepe and silk—colors are restful and pretty—styles are clever—prices are \$2.98, \$3.50, \$3.98 and..... **\$5**

### A Special Display and Sale of These High Class Embroideries

45-inch Fine Sheer Embroidered Skirtings, dainty-lace designs, in Irish crochet and Venise effects; also new combination effects in Baby Irish, Hexagon and blind relief designs—worth up to \$2.00 a yard—on big bargain square, per yard at..... **\$1.19**

### 27-inch Fine Embroidered Flouncings, 59c Yd.

Dainty Irish Crochet, filet and hexagon effects; also elegant English eyelet, floral, blind relief and many unusual combination effects; also 24-inch All-Over Embroidery and Waist Frontings, worth \$1.00; on Bargain Square, per yard at..... **59c**

### 30c Wide Embroideries at 15c a Yard.

18-inch Cambrie and Batiste Embroidered Flouncings, Corset Covering, Galloons and Insertions; worth to 30c; on Big Bargain Square, per yard at..... **15c**

### Special Sale and Display of Fine Imported

### Embroidered and Lace Trimmed Robes

Fine Batiste, Sheer Voile, Linen and New Ratine Fabrics, richly embroidered in eyelet, heavy relief and rope stitched effects, combined with the new ratine, macrame and filet laces—all new effects, partly made, specially priced at—

**\$2.98, \$3.98, \$5.98 up to \$19.50**

Complete lines of the new Ratine, Agarie, Macrame, Filet and Cluny Laces, All-Overs, Bands and Edges to match, all at very special prices.

### Great Sale Clocks Continues All This Week

Handsome, substantial clocks of every description are offered for actually less than jewelers can obtain them.

### The Cleverest New Models in Early Summer Hats

Are now being shown for first time.

Our Chief designer, Mrs. Isabel Cabus, whose taste in matters of millinery style can confidently be relied upon, has just returned from a New York trip and she brings with her the most exquisite of the new styles for early summer.

To the right we show a dainty new design of white hemp, faced with black velvet and trimmed with white ostrich feathers.



To the left is pictured one of the hats that is meeting with fashionable favor in the east—a large leg-horn hat with lace ruffles and pink roses, finished with black velvet streamers.

All white, black and white and white and black hats seem destined to be most popular with summer frocks.

From day to day Brandeis will picture the new midsummer hats now so much in vogue

### Special Exhibit and Sale of Omo Dress Shields

A special demonstration of Omo Dress Shields by an expert saleswoman sent direct from the factory is to be held here all this week. These splendid shields possess many features of merit over other makes which will be profitable for you to know. The OMO is simple and convenient to use. It is a shield in every sense of the word. Being of thoroughly hygienic construction, moisture cannot penetrate through it and it positively gathers no odors; another advantage in OMO shields is that they are easily cleaned and of exceptional durability. Too much stress cannot be laid on the importance of the Shield to your dress. OMO Shields furnish absolute protection, filling every requirement of a perfect shield. Prices, per pair, 15c to 50c—Notion Department—Main Floor.

### We Show the Smartest New Styles in White Shoes

White buckskins, white linens, etc.—every dainty new style in high or low shoes that will be worn this season. White shoes are this summer's greatest favorites. Omaha's best assortment is here.

### Special Sale of the Newest Silks

In Our Main Silk Dept.—Main Floor.

Glaee, Chiffon Taffetas have created quite a furore in the Silks. For Monday we show superb combinations in imported glaee pure dye, 36 inches wide, per yard **\$1.00 and**

85c All Silk Plain Color Chiffon, Dress Taffetas, in 27 different colors, including black; on Bargain Square, per yard at.....

### \$2 and \$2.50 BORDERED WATER PROOF FOULARDS, \$1.00

The best selling of 42 to 45-inch bordered Foulards—all showing narrow and wide borders—some Central, Egyptian, Arabesque, Bulgarian and the new conventional patterns yd.... **\$1.00**

### Specials Monday in Dress Goods Section

#### Crepe Serges and Whipcords.

Crepe Serges and Whipcords are most popular. We offer Monday three leaders: \$1.25, 50-inch Crepe Costume Serge, per yard at..... **87 1/2c**  
\$2.00, 54-inch Crepe Whipcord Serge, per yard at..... **\$1.50**  
\$3.00 Ratine, fancy weaves and diagonal Crepe Suitings, per yard at..... **\$1.95**

#### Navy Blue Serges.

75c Hamilton Mill's 38-inch Serge, per yard at.....  
\$1.00 Hamilton Mill's 44-inch Serge, per yard at.....  
\$1.35 Hamilton Mill's, 50 and 54-inch Serges, per yard at.....

You can have a skirt made by one of Omaha's best ladies' tailors at one-half the regular prices, if you select the materials from our stock—all work is strictly hand tailored. For Monday only prices are .... **\$3 and \$3.50**

### Imported Summer Wash Fabrics--Main Floor

Many exclusive novelties in single patterns, formerly priced at \$5.95 to \$20, special at pattern—	Effleur Voiles—odd patterns in floral effects and all-over patterns, 50c values, per yard at—	DRESS LINENS, 36-inch, per yard at..... <b>50c</b> 46-inch, per yard at..... <b>79c</b> 48-inch, per yard at..... <b>\$1.00</b> Best of colorings.	27-inch Jacquard Silk, dots, rings, etc., regular 50c value, per yard, at..... <b>25c</b>
-----------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------

**\$3-\$9.50**      **25c**

### Dainty Summer White Goods

Dainty, White Dress Materials for graduation dresses, party frocks, etc., in the choicest and handsomest weaves of the season and representing novelty for summer are now in the basement at the most moderate of prices.

Embroidered Mulls, in a wide range of pretty designs woven especially for us—the 30-inch width that is a regular 75c value—in..... **49c**  
The very finest white St. Gaul Dress Swisses with embroidered pin dots, figures, stripes, borders, etc., in a handsome range of patterns—30 inches wide—at..... **25c**  
yard, \$3.00 down to.....

Our plain, white Dress materials for graduation dresses, etc., includes every new and dainty sheer fabric such as—Opera Batiste, French Mulls, Marquesettes, Voiles, Crepes, Lingaire, Flaxon, Linweave, etc. **Special prices for Monday.**

### Wash Goods Specially Priced

Ratine—the high class novelty for spring and summer frocks—is here now in beautiful shades of golden brown, pearl gray, Copenhagen, cream, white, lavender, blue, etc.—24 and 27-inch widths—in basement, yard..... **39c**  
Brocade Silk and Cotton Foulards in new designs of small figures, stripes, dots, etc.; all the new and scarce colors in navy blues, Copenhagen, brown, reasda, gray, tan, etc.—25 and 27-inch widths—in basement, yard..... **25c**

Printed Linare is a popular linen-like wash fabric. It is made from the finest cotton, perfectly woven with absolutely fast color—30 inches wide, at a yard..... **15c**

**BRANDEIS STORES**

### Special Demonstrations of the New Styles in HAIR DRESSING and Sale of Hair Goods

Monday and Tuesday, April 29 and 30, from 10 a. m. to 4 p. m.

The various styles of coiffures will be demonstrated on models. Your own hair will be arranged, if desired, and any information on the subject of hair will be cheerfully given by courteous attendants. Every woman will derive great benefit by attending this exhibition on Second Floor and in Pompeian Room.

There are no charges whatsoever. Hair Switches—Strictly first quality French cut hair, 24, 22 and 20 inches long, including gray; usually sold as high as \$12, these two days at..... **\$7.00**

Hair Switches—28 and 30 inches long, form a braid all around the head; also the beautiful Psyche, with coils around it—at..... **\$4.98**

Transformations—Permanently wavy, best hair; as fine as your own, sold here at \$10; in exclusive shops for \$15 and \$18, our price for two days..... **\$6.00**

Hair Dressing, massaging, manicuring, shampooing. Have your hair dressed by an expert, in our beautiful parlor. Coiffures and braids, made from your combings or hair supplied by us.

We sell everything in the line of hair goods. The best qualities of hair can be obtained here at about half the prices asked by specialty dealers. As our hair goods parlor has clear daylight, you can be sure of perfect matching.

Switches, puffs and transformations dyed by experts.

### Specials in New Spring Rugs

9x12 Wilton Velvet Rugs—All seamless—scores of beautiful patterns in those rich, soft color tones, \$35.00 values, at..... **\$22-50**  
Complete lines of Sanford and Hartford Axminster Rugs—In new spring designs and colors—beautiful floral and oriental patterns. 9x12 size, \$32.50 values, at **\$22.50**; 8-3x10-6 size, \$30.00 values, at..... **\$20.00**  
English Wilton and Roubaix Rugs—All are seamless and the colorings are beautiful; 9x12 size, regular \$55 values, at **\$37.50**; 8-3x10-6 size, regular \$50.00 values, at..... **\$35.00**  
Smith Axminster Rugs—All new spring patterns—9x12 size, \$27.50 values, special at..... **\$19.98**  
8-3x10-6 size, \$25.00 values, special at..... **\$17.98**  
Fibre Matting—One yard wide and reversible—this is the ideal bed room covering as it is cool and sanitary—many patterns, at a yard..... **30c**

### Special Demonstration and Sale of the New Magic Triangle Dustless Mop

You don't wear a dust cap or old clothes when you clean with the Magic Mop. All dirt and dust is done away with. The Magic Mop is made of the best of yarns and chemically treated. It is good as long as there is a piece of yarn left. When it becomes dirty wash it in soap and water. This mop will take up the dust and dirt and at the same time give your floor or woodwork a brilliant polish. These prices \$1.50-\$2 during demonstration only..... **\$1.50-\$2**



**BRANDEIS STORES**